

Message Text

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PAGE 01 TEHRAN 02164 021724Z

43

ACTION NEA-10

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P 021400Z MAR 76

FM AMEMBASSY TEHRAN

TO SECSTATE WASHDC PRIORITY 5845

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FOR NEA/IRN NAAS FROM MIKLOS

E.O. 11652: NA

TAGS: BEXP

SUBJECT: US PARTICIPATION IN FOURTH TEHRAN INTERNATIONAL
TRADE FAIR

REF: (A) STATE 049589, (B) TERHAN 0683

WHILE WE, OF COURSE, COULD PREPARE A LETTER FOR THE AMBASSADOR'S SIGNATURE TO SECRETARY RICHARDSON REGARDING THE IMPORTANCE OF OUR BEING REPRESENTED AT THE TEHRAN FAIR, WE ARE CONCERNED ABOUT THE NEED FOR A VERY PROMPT DECISION. OUR BEST READING HERE IS THAT WE HAVE TO TELL THE GOI WITHIN THE NEXT TWO WEEKS OR RUN THE VERY LIVELY RISK THAT IT WILL BE TOO LATE. ACCRODINGLY, SUGGEST YOU PREPARE A LETTER FOR THE AMBASSADOR DRAWING ON TEHRAN 0683 AND 75 TEHRAN 9889. WHILE THE LANGUAGE IN THESE TWO MESSAGES MIGHT WELL BE IMPORVED UPON, THEY DO CONTAIN ALL OF THE SUBSTANTIVE THOUGHTS WE HAVE ON THE SUBJECT. IN OUR VIEW THE POINTS TO STRESS ARE:

A. OUR MAJOR TRADING COMPETITORS OBVIOUSLY FIND PARTICIPATION IN THE FAIR OF ECONOMIC AND POLITICAL BENEFIT AND ARE WILLING TO INVEST THE RESORUCES NEEDED TO PUT THEIR BEST FOOT FORWARD.

B. IT WILL BE VERY DIFFICLUT FOR THE GOI TO UNDERSTAND THE UNWILLINGNESS ORINABILITY OF ITS LEADING TRADING PARTNER TO PARTICIPATE IN A FAIR TO WHICH IT ATTACHES HIGH

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PAGE 02 TEHRAN 02164 021724Z

POLITICAL/PSYCHOLOGICAL VALUE AND SOME CONSIDERABLE

ECONOMIC VALUE AS WELL AND IT MAY INDEED FIND WAYS TO
PUNISH US FOR NON-PARTICIPATION, I.E., TIGHTENING THE
SCREWS ON OUR TRADE CENTER OPERATION.

C. A POORLY FINANCED AND STAFFED PARTICIPATION IS LIKELY
TO BE MORE DAMAGING TO US POLITICAL AND ECONOMIC
INTERESTS THAN NO PARTICIPATION AT ALL. WE BELIEVE THAT
A SOUND COS/BENEFIT RATIO CASE HAS BEEN ESTABLISHED
THROUGH OUR PARTICIPATION IN THE LAST TEHRAN FAIR AND WE
HAVE NO REASON TO BELIEVE THAT A REASONABLE SATISFACTORY
EXPERIENCE CANNOT BE EXPECTED THIS YEAR.
MIKLOS

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